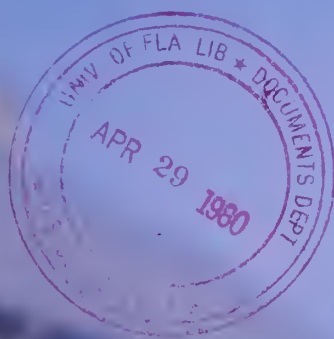


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all VOLUNTEER

The Army's recruiting and retention professional magazine since 1919

APRIL 1980



Commander's Notes



This month, all VOLUNTEER salutes the top recruiters for 1979 and provides a look at their recruiting philosophies and at what they did to achieve top honors in their respective regions.

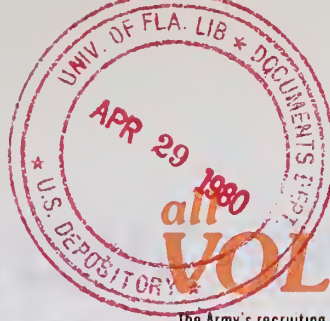
Heading the list of winners is Sergeant Randy Martin of the Sacramento District Recruiting Command who was also named the Secretary of the Army's Recruiter of the Year. Top recruiters in other regions and contenders for the SA recognition were Staff Sergeant Nathan Hayward, NERRC; Sergeant First Class Jose Melendez, SERRC; Sergeant First Class Thomas Madrid, SWRRC; and Staff Sergeant John L. Deramus, MWRRC. I congratulate all of you for a difficult task well done! To all VOLUNTEER readers, I commend the articles about these outstanding members of the USAREC team who have demonstrated they have what it takes.

At presstime, we were approaching the mid-point of FY 80. Our 98+ percent production record reflected some 20,000 more accessions over FY 79 at this point. Shortfalls continued in NPS (M) for combat arms and NPS (F) numbers were beginning to decline slightly. The road ahead will be tough going to make missions in those categories--but you can do it. Our high school diploma graduate content is less than required. We must continue to improve in that area. Meeting the Chief of Staff's challenge for high school senior contracts will give a significant boost in the right direction!

Let's make it happen!

A handwritten signature in dark ink, appearing to read 'M. R. Thurman'.

M. R. THURMAN
Major General, USA
Commanding


FLARE

MG Maxwell R. Thurman
CG, US Army Recruiting Command

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This month's cover shows SGT Randy Martin, Active Army Recruiter of the Year, making the headlines. His story and other stories of recruiting award winners are featured in this issue. The cover photo is by MSG Wolfgang Scherp, USAREC Public Affairs Office. Our back cover comes from the FT. Benning, GA PAO and shows the new helmet and camouflage uniform for infantrymen.



A few words from

by Janine Terry Bunch
Sacramento DRC

After stiff competition Sergeant Randy Martin of Western Region Recruiting Command was selected by the Secretary of the Army as the Active Army Recruiter of the Year. He was interviewed by a board at the Headquarters, US Army Recruiting Command, Ft. Sheridan, along with the other four region winners. Martin was chosen as the USAREC Active Army Recruiter of the Year. A recommendation by this board for the five contenders, along with their records and a writeup from their region commander was sent to the Secretary of the Army. After a thorough review, Martin was the final choice for the Secretary of the Army top award.

"Mind if I eat my lunch?" said the 26-year-old recruiter, as he sipped a soda and retrieved a cold hamburger from the bottom of a fast-food paper bag. It was 2:30 p.m. Moments later, Sergeant Randy Martin wiped away the crumbs from his black mustache, a mustache he'd just recently re-grown.

His co-workers in the Army Sacramento District Recruiting Command had teased him mercilessly when he shaved it. But there was good reason for his decision to go hairless. He was competing for the district's Recruiter of the Year award, and apparently, this act of military courtesy paid off.

Sergeant Martin was selected as the top 1979 Sacramento District recruiter, and received the same region honor. As Western Region Recruiting Command's representative, Martin travelled to Ft. Sheridan, IL to compete with four others for the Army Recruiting Command's Recruiter of the Year award. (A Department of the Army announcement at presstime confirmed his selection as top recruiter.)

According to Martin, he and his friends predicted his future years ago. "People have told me all my life that I should be in sales. When I joined the Army I knew I was going to be a recruiter," he said. "I knew I had sales ability."

Perhaps that's why, after a two-year enlistment in the Marine Corps and three semesters at the Bible College in St. Louis, MO, Martin was, as he puts it, looking for security. At age 22 he decided to join the Army. Martin spent three years at Ft. Hood, TX as a field artillery surveyor.

Upon reaching the required grade of E5, he eagerly submitted his recruiter application to his commander. But

Martin notes that the news wasn't well-received. "My commander said he'd be monitoring my future recruiting career," said Martin, "only because he wanted me to come back to work for him."

But, that may never happen. Martin has found his niche in recruiting. He began working at the Florin Recruiting Station in the Sacramento, CA, area in June 1978. Within 11 months he earned the gold badge for his recruiting excellence, considered an outstanding achievement in Western Region. He attained 171 percent of his objective by the end of the fiscal year.

"Sergeant Martin epitomizes those techniques needed by any good salesman," said Captain Bob Dillon, Sacramento area commander. "And he unselfishly teaches others those fine points that resulted in his being so successful."

Martin claims a recruiter is successful by being a self-motivator. "You must psyche yourself. Don't care what people think or say about you. Just keep believing in yourself and do the things that everyone knows you should do, but do them longer and harder," he said.

A self-motivator also needs self-satisfaction. "You can't have one without the other," he reasons. For Martin, that satisfaction comes when he accomplishes his goals. "Accomplishing what very few people can do gives me that special spark. It's a big ego trip; that's what it is."

"I set extremely high goals. It takes more to satisfy me. I have to make that extra effort just to keep from being frustrated. If I ever let up for a second, I'd become an average person," he said.

"With the recognition I've received," he continued, "you can expect a lot of envious people, people who think I'm

USAREC's best

crazy for what I'm doing and how I do things. Very few people understand my motives. They think it's not necessary to use so much energy on my projects."

And Martin still isn't satisfied with his record. He fell short of his own recruiting standards. "It was my first year out there and I had to learn the hard way."

Quality time is most important to this self-made salesman. That's why he objects to the concept that recruiting is a 24-hour job. "Eventually you'd burn out and be of no use to anyone," said Martin.

He cites an example. "Like many others new to the field, I mistakenly believed an applicant was doing me a favor by enlisting. After I got involved with the community, I realized I was really doing the applicant a favor by offering him the opportunity to enlist," he said.

Originally, too much of Martin's time was spent, "doing everything for all my applicants," he said. "Actually, it's the applicant's responsibility to do most of the running for the several verifications needed. Once I recognized this, I had more time for prospecting. I figure it this way, if the individual is serious about enlisting, he won't mind doing the running," said Martin convincingly. "Experience taught me time management."

And, so have the various sales courses and seminars Martin's attended over the years.

"They all teach the same basic thing," he said. "Being self-motivated, having a positive attitude, making goals attainable and then reaching them."

These basics are part of Martin's everyday recruiting. At the top of the list is the importance of becoming well-known in the community through personal integrity.

"You will obtain a good reputation as a recruiter by doing the things you say you're going to do," he summarizes. "Your success is not just based on

how many people you put in or what your percentages are. It's based on how well you serve the community and the Army."



Under Secretary of the Army, Robert H. Spiro, Jr. talks with the top Active and Reserve Recruiters of the year, from left SGT Randall S. Martin and SFC Patricia A. McMahon after an awards ceremony. Active and Reserve Reenlistment NCO MSG Sandra B. Farrands and SFC Felipe A. Marfisi were also honored at the ceremony.

Sergeant Randy Martin, Recruiter of the Year

Region Recruiters of the Year



SSG John Daramus



SFC Tom Madrid



*SSG 'Ace'
Hayward*



SFC Jose Melendez

***These recruiters,
best in their regions,
talk about the 'secrets' of their success
in the following pages.***

Recruiting can be one of the most challenging assignments offered to a career soldier in the Army today. So, it helps if you have an "Ace" up your sleeve once in awhile.

Staff Sergeant Nathan "Ace" Hayward, a recognized pacesetter in the Harrisburg DRC, knows how to play his "Ace" as witness the long list of accomplishments, trophies, and other awards he's accumulated since becoming a member of the recruiting team.

Ace, as he likes to be called, admits that recruiting is a definite challenge but views it as just another challenge to master enroute to becoming the best in everything he does. He firmly believes that he, as well as anyone else, can "accomplish anything that you set out to do."

Never at a loss for words, Ace found himself in such a position when a reporter recently asked him why he was so successful. After struggling for something to say, Ace confessed that he really didn't have any secret formula for success unless you could call hard work, sticking to the basics, and using all the tools available to every recruiter, a secret.

leader and motivator who has a very positive effect on the people who work with him. According to Ace, teamwork is one of the biggest contributing factors that can make a recruiter a winner. "It's rather obvious," Ace explains, "that a split station causes nothing but a whole lot of animosity. You can't survive in a situation like that."

As for other tools at the recruiter's disposal, Ace ranks his DEPs and recruiter aides at the top of a long list. Ace has a very active DEP program going in his area. So far this year he attributes a modest 99% of his leads to his DEPs.

"I meet with my DEPs every other Saturday for a working meeting. Nobody leaves until they've either made an appointment for me or have actually brought someone into the station for an interview. They love it, it gives them a real challenge."

"Recruiter Aides are one of the best things going for a recruiter," Ace insists, "if you let them do their job. Kids who want to come back and help you recruit in their old school are the best. I've had recruiter aides working

'Ace' says there are no aces up his sleeve

Harrisburg DRC

"It's important to use everything at your disposal and to use them right that makes the difference between success and failure."

Ace is a firm believer in using all the tools. "It's important to use everything at your disposal and to use them right that makes the difference between success and failure. The most basic tool a recruiter has is himself. My own standards may be higher than some people's, but I believe in myself and I believe I can do whatever I set my mind to. I'm convinced a positive attitude about yourself is the first step in becoming successful."

The next step in becoming successful, to Ace, is the teamwork he enjoys with the other recruiters in his station. His area commander sees Ace as a

with me that have been hard to keep up with."

Telephone prospecting and mailouts play a key role in Ace's formula for success. "I use mailouts and phone power," he says, "I'll always make calls to grads after I've sent them a mail out. This gives me an opening when I call them and ask if they received the material I sent out."

Persistence is the key to working grads, according to Ace. He believes that a recruiter should insure that the prospect remembers the Army when it finally comes time for him to go into the Army or get a job.

"Kids can sit around and do nothing

no aces up his sleeve

for awhile after graduation," he adds, "but sooner or later they're going to decide to do something with their lives. That's when I want them to remember me."

Phone power, referrals, and keeping good records are the methods that work for Ace. "For instance, with the ASVAB list, I like to call the ones who indicate an interest in the military, then those who are working, followed by the undecided group, and finally those who indicate college. I try to make these calls within 72 hours after receiving the list if I can, especially those in the first two groups."

Centers of Influence and community involvement play an integral part in Ace's recruiting program. One of his fellow recruiters quipped that Ace had contacts everywhere. But, for Ace, a CI doesn't necessarily mean top management or local government leaders. To him it means middle people, parents, and relatives, proprietors or amusement centers, and favorite student gathering places and

a host of others.

"These people know the kids. They know what they want and what motivates them. They also know me and know what I can do to help a guy or girl get started in life. That's important — you have to let them know who you are and what you stand for."


"I'm a member of the community I work in and several times a month I'll spend about five hours a day out there mingling with the people, visiting parents or people whom I've put in the Army, or call on grads I've contacted in the past," Ace explains. "If I run across someone who's interested, I'll invite him back to the station to talk with him . . . too many distractions at home."

Community involvement for Ace also means more than prospecting for recruits. Ace spends a good deal of time with a local rehabilitation center that is designed to help kids from broken homes. "I help send a lot of these kids to the adult education center so they have a chance to make

something of themselves. It doesn't matter if they're interested in enlisting in the Army. It makes me feel good. Sure, some of them go into the Army but that's only a good side effect."

Like every recruiter, though, Ace runs into days when it seems that nothing works. No calls — no referrals — and no one to listen. "This happens," he says, "I think it's part of recruiting. This is when I think it's important to keep busy so you don't let yourself get into a rut. I use these periods to catch up on admin work, or to crank out another mailout, or to review some old leads."

The tools are there says Ace. All a recruiter has to do is to put them to work. But, he believes that it is important to keep busy at all times. "I keep busy," he explains, "I don't like to waste too much time shooting the breeze because it cuts into recruiting time. You've got to keep busy in my opinion."

With that, Ace turned around, picked up the telephone and went back to work. 

For the second consecutive year, Sergeant First Class Jose Melendez of the San Juan District Recruiting Command, has been named Recruiter of the Year for Southeast Region Recruiting Command.

Not only was Melendez the number one recruiter in the region for the past 2 years, but the Ponce recruiting station, from which he hails was a major factor in enabling the San Juan District Recruiting Command to attain its status as one of the top DRC in the nation.

How do Melendez and his cohorts do it?

Since only one in 20 candidates has access to a phone, Melendez and other Ponce recruiters spend many hours traveling the narrow roads that twist up and across the sharp southern slopes of Cordillera Central. The Cor-


dillera forms the mountainous east-west spine of Puerto Rico.

Finding prospects is even more difficult because of lack of road signs that might help recruiters find their destination. If the recruiter is lucky, he will find paved roads, or it will not rain until he is back on pavement after a foray down a clay track through a forest.

Melendez does it again

by SSG Wm. Craig
San Juan DRC

Yet, Master Sergeant Jose Albino, the Ponce station commander, thinks challenges such as these make his recruiters better producers and cites the cooperation among them which helps them make mission and capture top honors.

Melendez is a graduate of Florencio Santiago High School in Coamo and received his Associate Degree from Columbia College in 1975. He entered the Army in 1964. He is a Vietnam veteran. His decorations include the Bronze Star Medal, Meritorious Service Medal, Combat Infantryman Badge, Army Commendation Medal, Good Conduct Medal, Vietnam Campaign Ribbon, National Defense Service Medal, Parachutist Badge, and a Gold Recruiting Badge with three sapphire stars. 

30,000 miles to success

The Coordinator
Albuquerque DRC

He's a man on the move. He's got the figures on his recruiting vehicle speedometer to prove it: 30,000 miles in the past year. And if that car could talk, it would tell how, somewhere along those 30,000 miles, a recruiter accomplished his mission and then did it again. Its driver — Sergeant First Class Thomas Madrid — is Southwest Region's Recruiter of the Year.

Madrid is from Albuquerque DRC's Clovis, NM, Recruiting Station, and his area during FY 79 has included nearly 14,000 square miles of eastern New Mexico and western Texas, a span larger than some entire district commands.

Achieving 217 percent production in such an area has proven this number one recruiter to be a top-notch planner who knows how to make the most of every mile and every minute.

Unless tarantulas count, walk-ins are rare. Madrid knows he cannot sit back and wait for eager volunteers to beat a dust-clouded path to his door. "You have to prospect all the time," he says, "not just when you happen to be out on appointment, but everywhere, on the street or by telephone."

The perceptive Madrid is ever-conscious of the value of establishing his own network of referrals, and not relying on only the obvious Centers of Influence. "You should ask for referrals from every person you meet," he says, "even those that indicate they aren't interested in enlisting."

He knows that word-of-mouth can work either for or against him, depending on his own actions and attitude and the impressions they create. "It's important that you give real attention to every individual you enlist," he stresses, "from his first spark of interest till he enlists, and again when he comes home on leave."

One of the wisest investments in time that a recruiter can make, believes Madrid, is the special attention he

gives to his DEP enlistees.

"It helps to put articles in your local newspaper about these people, especially the high school graduates," he recommends. "These young enlistees love to see their picture and name in the paper," he says, "and, of course, it's great advertising for the Army."


In addition to his rapport with newspaper people, Madrid enjoys excellent cooperation from local radio stations. "Public service radio spots should be made personal whenever possible," he advocates.

Madrid believes in keeping "Army" strong in the minds of community members at all times. He plays an active role in neighborhood activities, and maintains a constant and friendly "talking" relationship with school officials, shopkeepers, and other local leaders.

He further strengthens Army aware-

ness by the use of posters "all over the area," he says, giving particular attention to those spots known to be popular hangouts for young people. He's careful to change the posters often, and to keep his literature racks filled with current material. He uses the opportunity, during these stops, to talk to shopkeepers and check for referrals.

Being Recruiter of the Year is not a new experience to Madrid, who held the title for the Salt Lake City, UT, DRC in 1975.

Competition, he's convinced, is good, "especially," he says, "between recruiters, recruiting stations, and recruiting areas." According to SWRRC's super-soldier, "A lack of competition causes a lack of motivation." And who can argue about motivation with a triple-sapphired, gold-badged Recruiter of the Year? 

MWRRC superstar

Indianapolis DRC

John L. Deramus, Indianapolis DRC Active Army recruiter, finished FY79 with 235 percent of his assigned objective and received more points than other DRC nominees to become Midwest Region's Recruiter of the Year.


Assigned to the Ohio Street Recruiting Station in Indianapolis, IN, the 30-year old recruiter more than doubled his objective for 1979, enlisting 87 young men and women for the volunteer Army.

Reflecting on his success, Deramus, a recruiter in the Indianapolis metropolitan area for two years, explained, "I don't ever take the first no."

A member of the Commanding General's Club, Deramus also took top Indy DRC honors in FY 79 for high school senior enlistments and female enlistments during third quarter. He

obtained 27 contracts under "Operation Raincheck," a program designed by Midwest Region with an incentive of a month free of objective and a letter from the region commander.

Indianapolis Metro Area Commander, CPT Byrne N. Sherwood, attributes the top recruiter's achievements to prospecting harder than others. According to Sherwood, "Everyone Sergeant Deramus encounters, regardless of where he is or what he is doing, is a potential applicant."

In recognition of his success, a Department of the Army Certificate of Achievement was presented to Deramus by MG Maxwell R. Thurman, Commanding General of USAREC. A silver commemorative coin was also awarded to the "superstar" recruiter by the MWRRC Commander, COL John. S. McLeod. 

USAR



SSG Alfonza Wright, Jr.



SFC Patricia McMahon

Region Recruiters of the Year

Midwest Region's USAR Recruiter of the Year, Staff Sergeant Alfonza Wright, Jr., Indianapolis DRC Reserve field recruiter, achieved 177 percent of his assigned objective for FY 79.

On recruiting duty over three years, Wright believes, "You are only recognized for what you do." The USAR recruiter, working the Indianapolis metropolitan area out of the Ohio Street Recruiting Station, attributes his success to the effective use of centers of influence and unit referrals.

Wright is very intense about his work. According to Wright's area com-

mander, Captain Byrne N. Sherwood, "He follows every lead enthusiastically and devotes a great deal of time to his prospects . . . giving them a feeling of importance which translates to a higher ratio of successful sales."

As Midwest Region's USAR Recruiter of the Year, Wright received a Department of the Army Certificate of Achievement from the Commanding General of USAREC, MG Maxwell R. Thurman. He was also the recipient of an AUSA award, presented by GEN Edward C. Meyer, Army Chief of Staff.

It's what you do

Indianapolis DRC

Awards are her thing

Niagara Falls DRC

Sergeant First Class Patricia McMahon of the Army's Niagara Falls District Recruiting Command (DRC), has won another award to add to her growing collection. Sergeant McMahon has been chosen as the Army's Northeast Region Reserve Recruiter of the Year. She is credited with 99 Army Reserve enlistments for Fiscal Year 1979, exceeding her mission requirement by 22.

In a little more than two years as a full-time Army Reserve recruiter, McMahon has amassed an impressive array of awards. For the past two years, she has taken home the Niagara Falls DRC's Reserve Recruiter of the Year award and twice received the Northeast Region Recruiter of the Quarter award. For outstanding work performance, McMahon was awarded two Army Commendation Medals,

the Army Reserve Achievement Medal, and the Recruiter Star Sapphire.

Before joining the Army Reserve in 1973, McMahon served three years with the Marine Corps. While a Marine, she worked as an Administration Specialist in Washington DC, California, and Hawaii. McMahon is a 1973 graduate of Holmes Junior College in Goodman, MS. She works at the Amherst Reserve Center and resides in Kenmore, NY.

As to her future, Pat intends to continue her education at a local college. And if the wishes of the Niagara Falls DRC are realized, Pat will take home yet another award, the US Army Recruiting Command Reserve Recruiter of the Year award. (A Department of the Army announcement at presstime confirmed Pat's selection as the Army's top Reserve recruiter.)

Santa Ana Man

by Maxine Dougan
Santa Ana DRC

At first glance, you might peg Sergeant First Class Mike St. John as the average NCO.

He first joined the Army in 1966, spent three years in Germany, another year at Long Binh Post, Vietnam, and volunteered for Army recruiting in 1972.

He has a wife, Sandy, and two children, daughter Crystal, 10, who was born in Germany, and son Mickey, 3½ months.

He made sergeant-first-class in 1978, is the son of an Air Force lieutenant colonel, and joined the Army because he thought he'd get ahead faster. He says he was right . . . he has.

But St. John only appears "average." He's actually the top recruiter in the Santa Ana District Recruiting Command and works out of this traditionally Navy-oriented community.

He notched 189 percent for Fiscal Year 1979 in a field of some 200 Army recruiters to reach a high plateau on the "Best in the West" list. Actually, he's averaged above 100 percent every year since 1973, missing the Santa Ana top honor by only a fraction in 1978. He's a proud NCO who wears three sapphires and just recently earned the coveted Army recruiter's ring.

But ask St. John how he continues his consistently outstanding record and he'll give you his favorite and over-simplified stock answer of, "I'm a telephone recruiter." It's actually more complicated than that but he wants it clear that he's not "a street recruiter."

St. John said he first developed his

recruiting technique mainly out of necessity.

"For five years, my assigned high school has been Avalon High over on Catalina Island," he said. "That's 30 miles across the channel from Long Beach. There were 28 seniors in 1979, a drop from 1978 when there were 41."

He also credits his wife with much of his success. She's offered "a lot of support" in addition to first giving him the idea of going to the telephone.

"I came home completely discouraged one evening," he said, "and Sandy suggested that I pick up the phone right there at home and go to work . . . so I did." Today, St. John has an office right in his den at home. He phones prospects both from his Long Beach Station and from home.

"Now don't go jumping to the conclusion that I never see the high schools," he said. "All last year I was assistant station commander and I went to the schools whenever I could to assist the station recruiters. I also schedule the Armed Services Vocational Aptitude Battery (ASVAB) testing for Avalon High students each year and I'm working with four seniors over there right now. But even so, my recruiting is essentially a telephone mission."

St. John uses dead file cards, new and old REACT cards, and steadily phones his many referrals. He says he makes use of the "Lee Dubois Telephone Technique," modified for his own use. He strongly believes in "making continuous followups, getting the prospect down to his office and plain,

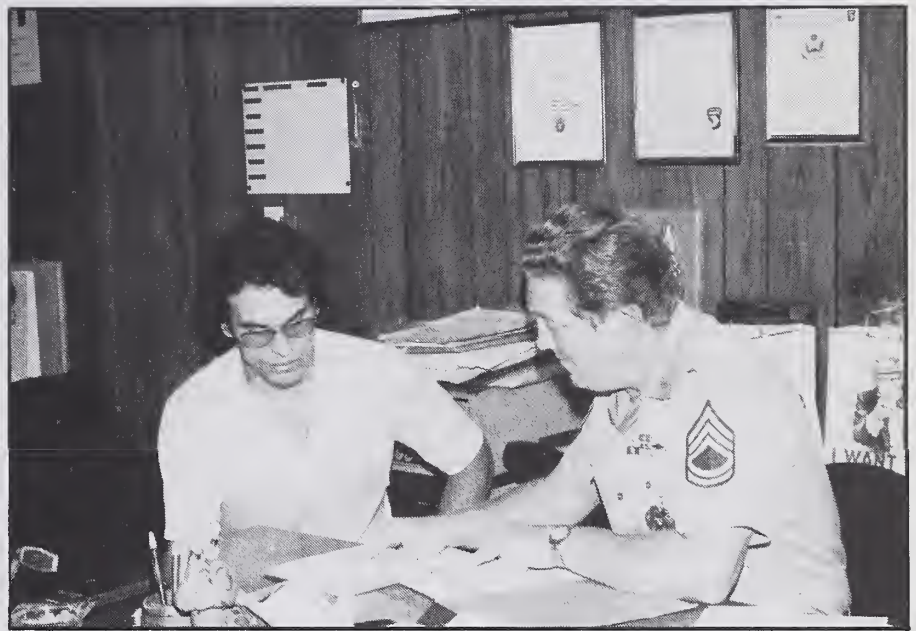
old persistence." He also keeps a duplicate file system at home where he averages several phone calls an evening.

His co-workers say that St. John is so adept at getting leads out of old, dead card files that any left laying around the office become fair prey. Even he admits that he seems to have a certain knack for spotting exactly the right one: That producing the good lead and a person "who is now ready to go Army." St. John fills out the cards in detail so he can review them for future use.

"I recall one REACT card that was a typical winner," said St. John. "It was on a young man who had been tested in 1975 and then dropped out of sight. I called him but he said he was planning to attend college on a scholarship and 'wanted nothing to do with the Army.' Rather than take that 'no,' I waited a time and then called him again. As it was, by that time his scholarship had fallen through. So I tested him again and got him to join the Army the following week."

The Long Beach NCO said he normally has excellent results with evening calls because many recent high school grads work in the day. They're not particularly satisfied with their jobs but are only home after office hours.

St. John says he definitely believes in referrals and feels that treatment of prospective enlistees is specially important. "You should treat a prospect in exactly the same way you'd like to be treated," he said. "I try to be patient and courteous with all prospects; as a



Army recruiter SFC Mike St. John explains some of the Army options to a prospect during a meeting at the Long Beach Recruiting Station.

result, even an unqualified prospect may give me a referral.

"Not too long ago, one of those 'unqualified' prospects gave me a referral who is even now in the Army," he said. "I also have a young man who needs a waiver. Frankly, I'm afraid he isn't going to make it even though he wants to break away from a bad environment to go Army. But he did refer two friends who passed the test and I have a third coming in. I really enjoy helping these kids plan their futures."

But the sandy-haired NCO's advice to new recruiters has nothing to do with testing, telephoning, referrals or even "checking out old cards."

"I can sum it all up in just two words," said St. John. 'Honesty and

Integrity'. Be honest with your prospects . . . and have integrity when dealing with them."

He said that the two are connected but not really the same thing. "You can be honest with a prospect but still not tell him everything. That's where the integrity comes in."

St. John said that a sincere and straight-forward approach commands respect and establishes rapport. "Your prospects should feel relaxed and comfortable in your presence," he said. "You get a lot of bonuses that way. A relaxed prospect will ease the pressure on you and the processing will become just that much easier. In that way, referrals are almost assured. That's your biggest bonus," he said.



Begin by believing

by Bette M. Walters
Honolulu DRC

Benigno M. Pineda is the man with the "big rep," Army Recruiting style, around Guam, throughout much of the Pacific and in the Honolulu District Recruiting Command.

An Army Sergeant First Class and the only Filipino recruiter ever to be assigned to Guam, he has enlisted more people in the Pacific area than any other Army recruiter.

He achieved an "incredible" 292.1 percent of his assigned objective in 1978 to finally pull down the Western Region "Recruiter of the Year" award for that year. But even that didn't write finals to his 1978 honors. The Guam-based NCO was also named runnerup to Staff Sergeant Charles Lawson of the Midwest Region in the U.S. Army Recruiting Command's "Recruiter of the Year" competition.

Things have cooled down a little since that time but not so Pineda's yen and passion to do the best job possible. He can tell you of the value of an Army career in three different languages: English, Filipino and Vietnamese.

"I enjoy people because I'm people oriented," he said. "I also honestly do care."

That "do care" idea is no idle boast in the world of Pineda. The elements he doesn't mention are his long hours of planning, endless "leg work," strict attention to detail and a kind of "interest in everyone" followup.

Added to all that, he still has time for "total involvement" in his home community around Tamuning, Guam. He is a Karate black belt and an amateur flyweight division boxer. He also plays on the Citibank (Tamuning) basketball team. There has been a dramatic upsurge of enlistments

among people of Filipino and Korean descent in Guam and throughout the Pacific as a result of that "involvement."

"Community involvement is an important key," said Pineda. "Success in recruiting isn't wholly based on how well you know your job but also how well you're known in the community. It all goes together."

Pineda was raised in the Philippines and graduated from Holy Angel Academy in Angeles City there. He entered the Army in November, 1965, and was eventually assigned to the 25th Infantry Division at Schofield Barracks, Hawaii. While there, he took classes at the University of Hawaii, majoring in political science. Somewhere in between, he served two tours in Vietnam.

He joined the Honolulu District Command as an Army recruiter in early 1977 and less than a year later had won his third gold star and then the Recruiter's Gold Badge. He was awarded his third sapphire in February, 1979.

"Having lived in Hawaii, gone to school in the Philippines and possessing a knowledge of the ethnic cultures, attitudes and needs of the people have all helped me to make substantial contributions to the Army . . . and the community," Pineda said.

"I like the Army," he says, "and I know just from my own experience that it has a lot to offer young men and women. Things like training, education, assistance, pay and other great benefits. But there's also the challenge . . . and the chance to advance in the kind of field you want."

He said he feels that a great many high school seniors have no real plans for their future. So Pineda, in turn, goes to work showing them how they

can select the kind of job they'd like and still delay their departure until graduation through an Army plan called the Delayed Entry Program (DEP).

He emphasizes that the enlistee can wait a full-year before joining and still have his or her choice of training and Permanent Change of Station (PCS) assignment guaranteed in writing.

"I don't think any person could do much better," said Pineda. "Where else could you find an employer who will hire you and agree to pay you while training you, yet be willing to wait a year for you to start?"

"Another thing. Most employers won't even look at your application unless you can talk 'work experience'," Pineda said. "Well — the Army gives you that, too."

As you talk to the Filipino "transplant" and 1978 Western Region Recruiter of the Year, the reason for his success becomes all too clear.

There isn't any mysterious, secret formula or mysterious concoction he cooked up in the back jungles of Guam. The guy just believes so wholeheartedly in his product that he turns everyone else into a true believer, too. He enjoys selling the Army and possesses some top-notch sales techniques to go with it.

"I can go on and on about the values because I'm sold on the Army as a career or a way to get your life underway," grinned Pineda. "I could retire in about seven years but still be young enough to have any kind of second career I want. But I don't look to be doing that for a long time."

"I like the Army and I'll probably stay in as long as I can," he said. "I suppose the key to my recruiting success is faith in the product. It's easy to sell something when you believe in it."



Guidance counselor winner says it's easy as 1, 2, 3 . . . 4

by Chris Phillips
St. Louis DRC

A guidance counselor at the St. Louis DRC, SFC Al Rosen, has been selected as the Midwest Region Recruiting Command's "Guidance Counselor of the Year" for FY 79. He competed with 70 other guidance counselors for the honor.

A look at Rosen's successful techniques can benefit guidance counselors throughout USAREC. Four attributes mold his style — salesmanship, instinct, knowledge, and dedication.

Salesmanship is the most important ability a guidance counselor must have according to Rosen. He uses this attribute to match the applicant's expectations to the Army's needs — selling the MOS needed by the Army by demonstrating that they can provide training that applicants sought from unavailable MOS.

Timing is also important: as Rosen attests, "with the tremendous volume the St. Louis DRC field recruiters generate, we have to close our sales fast." Quick selling means precision timing, and Rosen achieves this by combining close attention to each applicant with the guidance counselor's second attribute — instinct.

Instinct is a key part of one-on-one salesmanship — knowing what incentives will trigger a response from a given applicant. It has another important use in guidance counseling. If an applicant has managed to conceal

something from his or her recruiter, it is up to the guidance counselor to sense that something is concealed, and to know how to bring it out. "The recruiters in the St. Louis DRC are very vigilant," says Rosen, "so this doesn't happen often. But it pays to always be alert for the signs of concealment."

Knowledge is a vital component of successful guidance counseling, and staying knowledgeable involves a lot of work. A guidance counselor must know every opportunity the Army has to offer, and when it can be offered. No less important is knowledge of the needs of the Army now, and over the next twelve months. The needs of the Army dictate the needs of the individual DRC and region in priority and hard-to-sell MOS, which Rosen gives special attention. Finally, the guidance counselor must know how to handle the paperwork correctly. Perfect paperwork prevents needless efforts at the new recruit's reception site.

Essential to the successful guidance counselor, as to all OOE's, is extraordinary dedication. It takes dedication to work the long hours needed to get the job done in a successful DRC like St. Louis. And it takes dedication to keep the positive attitude necessary to sell the applicant. Rosen's supreme dedication brought him to the top in a competition with seventy of the Army's best NCOs.

Rosen is a St. Louis native and a

1968 graduate of University City Senior High School in University City, MO. He joined the Army in 1968, and served in locations including Vietnam, Germany and Italy before returning to the St. Louis area as a recruiter in 1976. Medals he has earned for his outstanding service include the Bronze Star, the Air Medal, the Purple Heart, the Army Commendation Medal, the Cross of Gallantry with Valor, the National Defense Service Medal, the Vietnam Campaign Medal and the Vietnam Service Medal.

The Midwest Region Recruiting Command's Guidance Counselor of the Year lives in Overland, MO, with his wife, Peggy, and their two children.





TOP RETENTION NCO of the year for the 63rd ARCOM, **Sergeant First Class James R. Thurman**, 129th Evacuation Hospital was awarded the Army Commendation Medal. He was named by the 63rd's Commander, **Brigadier General Berwyn Fragner**.

Thurman received the honor for maintaining his hospital unit's strength above 100 percent for the past four years. "Retention begins the first day someone joins the unit," he said.

This retention NCO walks new people through in-processing to introduce them to the other unit members and maintains casual talk to learn more about them. "That makes them feel more at home here," he said.

When Thurman talks to new troops, he shows a sincere interest in their needs, attitudes and ambitions. "When somebody needs a job done or some advice, they quite often come to me," he said.

Thurman's approach to retention has been incorporated



BG Berwyn Fragner, 63rd ARCOM commander, pins the Army Commendation Medal on Top Retention NCO SGT James R. Thurman.

into a unit program he developed called, "Caring for Careers." The program establishes a unit official who is an expert in all the benefits available to Reservists. The key making the program work is the personality of the official.

"Anyone can be assigned a job, but if they don't care about that job and getting it done right, then you can't expect good results," explained Thurman. "With retention, the troops know when somebody is lying to them."

Thurman's results demonstrate his sincerity in "Caring for Careers." His concern carries over to assist the civilian careers of his troops. "I contact my friends in the

Reserves for tips about job opportunities," he said. "They tell me what job openings are available at the civilian hospitals where they work, and I tell my troops."

Thurman's retention abilities have spread beyond the 63rd ARCOM as indicated by the fact that he was named first runnerup to 6th Army's Retention NCO of the Year. (Alan Zanger, 302d Public Affairs Detachment)

CAN A WOMAN "MAN" A BOOTH at the NCOA Job Fair? It's a question that should not be asked of **Sergeant First Class Velma Morrison** or **Sergeant First Class Gareelee Bruner**. These two recruiters — Bruner of the Memphis Whitehaven Station and Morrison of the Memphis Summer Station, will both attest to the fact that Morrison did indeed help "man" the booth which resulted in one on-the-spot enlistment and about 20 prospects, all of whom expressed an intense interest in joining the Army Reserves.

"We must have talked to at least 75 people that morning," said Morrison. "It was like having all your eggs in one basket and not knowing which one to count next."

The **VETERANS + INDUSTRY = PLACEMENT** program, which is sponsored by the Noncommissioned Officers Association, is designed to assist veterans and soon-to-be veterans in opportunities for jobs and in identifying resources for education, training, and business opportunities. This program is conducted as a public service to the military community at no cost or obligation to the job seeker.

NCOA Job Fairs are normally held every other month in varying locations around the United States. Representatives of companies from all fields of endeavor, with job locations across the country, and overseas, attend the fair in an effort to take advantage of the skills, knowledge, and supervisory abilities of the job seekers.

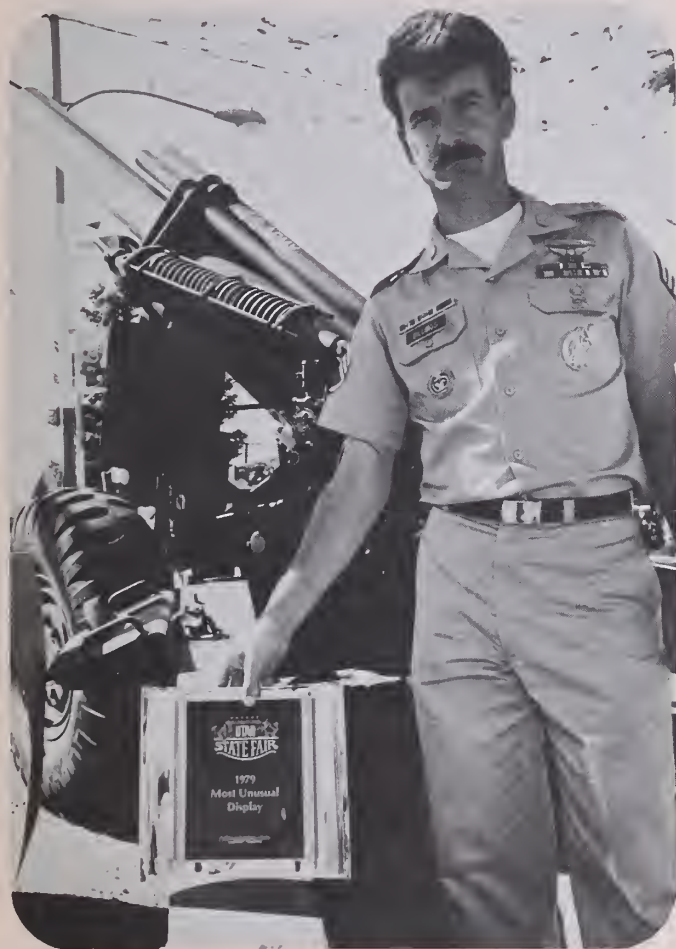
In support of this program, the NCOA maintains a current listing of companies that are actively seeking veterans for employment. This listing is called Job Seekers Guide and is updated prior to each job fair. The guide is available at NCOA International Headquarters or from the local NCOA Service Center.

All of the time that day wasn't spent talking with prospects for the Reserves. Some time was set aside to talk (and laugh) with **William N. Norris, Jr.**, Mayor of Shelby County, who came by Cook Convention Center to cut the ribbon for the fair and stayed on to talk with some of the on-site representatives. "The interest shown in this program by both the civilian and military community is

heart-warming," he commented. "When I see the number of people outside lined up to talk with the counselors here, I know the NCOA is on to something good. I assure you that it does not go unnoticed here in Shelby County."

Another fact that has not gone unnoticed — especially in the Jackson DRC — is that Bruner and Morrison are presently recruiting at 265 and 116 percent, respectively.

Counting eggs may not be the forte of these two recruiters, but when it comes to percentages and high numbers, they are dynamite. (Lucille Logue, Jackson DRC)



SSG Walt Billings shows off the plaque awarded him for most unusual display at the Utah State Fair.

THE UTAH STATE FAIR will most certainly be remembered by **Staff Sergeant Walt Billings** and other "participants" from the Salt Lake City District Recruiting Command.

Billings, commander of the Logan, UT, Army Recruiting Station, was part of a Salt Lake City Army entourage

that was to eventually win the "Most Unusual" award for any exhibit shown in the fall exposition.

According to a Salt Lake City DRC spokesman, the award winning display included an Army Reserve sponsored "funny car" sand dragster, a 155mm howitzer field artillery piece, an Army (UH-1) helicopter and a Cinema Van to tell the Army story.

They even brought along an Army "water buffalo" tank system to dispense cooling ice water to the fair visitors.

"We gave out at least 15,000 drinks of ice water to thirsty people," a Salt Lake City DRC spokesman said. "The exhibition also gave us the opportunity to work on the community level . . . and to generate new and important leads."

Even without the unusual award triumph, the fair outing was termed a substantial success. Just how successful, only time and enlistments generated from those "leads" will tell. (Ray Graham, Salt Lake City DRC)

HE USED TO COOK for **Generals Omar N. Bradley** and **George S. Patton**. He invented the Army's dehydrated cream pie recipe. Then he became an Army recruiter, moving up in the ranks until, as a master sergeant, he was area supervisor of the St. Louis DRC's Cape Girardeau Area (now Festus Area) when he retired in 1971.

Now **Mr. Wilburn King** is back with the St. Louis DRC — as a civilian Army Reserve recruiter at the Gravois RS in St. Louis.

King cooked for the two great generals during 1941 and early 1942, when he served as instructor at Ft. Benning's food service school. At that time Major General Bradley commanded the infantry school, and Major General Patton's 2nd Armored Division was still at Ft. Benning.

While instructor at the food service school, King was one of six Army cooks given the responsibility of devising a dehydrated cream pie recipe for Army-wide use. Each of the six was tested. King's was judged best and entered the recipe books.

King became an Army recruiter in 1954. He served for eight years at East St. Louis RS before being assigned as a career counselor with the 3rd Armored Division in Frankfurt, Germany. In 1967 he returned to the St. Louis DRC, soon advancing to the area supervisor position.

His service as Patton's cook was not forgotten when the movie "Patton" was released. When the film made its premiere showing in Jefferson City, MO, King was brought to the theater to speak to the audience. (Chris Phillips, St. Louis DRC)



A YOUNG SOLDIER who recently elected to join the 1st Battalion, 75th Rangers at Ft. Lewis, WA, by way of the Army's Delayed Entry Program (DEP) has special reason to recall his back home, pre-Ranger days.

Private Kurt A. Ward recently received a certificate of appreciation and recommendation for promotion concerning those days along with his invaluable assistance to Army recruiter **Staff Sergeant Steve Lampros** and the Yuma, AZ, Army Recruiting Station. The Yuma station is a part of the Phoenix District Recruiting Command.

For a period of three months prior to heading for the 75th Rangers, Ward rounded up 13 nonprior service enlistees for the Army, Lampros and the Yuma Station.

"Kurt was fantastic," Lampros said. "When he wasn't bringing in prospects, he was helping to mind the station or doing the untold number of administrative odds and ends. He's got a real super attitude and is going to make one heck of a soldier."

Lieutenant Colonel John A. Allard, commanding officer of the Phoenix District Recruiting Command, presented the award at the Phoenix Armed Forces Examining and Entrance Station just before Ward left for "active duty" service and his tour with the 75th Rangers. (John Florence, Phoenix DRC)

FOR THOSE RESERVE UNITS which have never sponsored an Open House on Armed Forces Day, much can be learned from the first-time efforts and frustrations of the Army Reserve's 399th Combat Support Hospital (CSH). Cooperating with the 399th CSH in putting on the open house was Company B, 483d Engineer Battalion, based at Taunton, MA.

Captain James J. Becker, Armed Forces Day Project Officer of the 399th said, "All cooperation was excellent and we hoped the turnout would warrant the effort put into the project."

The effort was extensive. News releases and phone calls were made to local newspapers, radio and television stations. Support was received from the Taunton Police Department and **Major Joseph Amaral** proclaimed May 19th as Armed Forces Day in the City of Taunton.

Further support was received from the State Department of Public Works which issued permits for transport of tracked vehicles, and the State Division of Employment Security supplied a Veteran's Assistance Mobile Van.

Armed Forces Day activities required coordination with the 803d Medical Group, the 804th Hospital Center and the 94th ARCOM. The 468th Firefighting Platoon of Danvers supplied a Military Fire Fighting Engine and the

609th Military Police Company, Boston, provided a color guard, security and traffic control personnel.

The Boston District Recruiting Command helped out with posters, news releases, recruiting publicity displays, handouts and recruiting personnel.

The 11th Region, a Taunton based group of volunteer colonial militia, erected a Revolutionary War campsite, performed drills, exhibited bullet and candle making, and gave a battlefield demonstration complete with musket firing.

Great attention was devoted to welcoming each member of the public who attended the Open House. A letter of welcome signed by the Commander of the 399th CSH, **Colonel Maryan L. Nowak**, gave his personal greetings. It also detailed the history and the functions of the USAR Center and its units.

In addition, a number of community leaders were invited to attend a private Open House at the USAR Center on Sunday.

Static displays included extensive heavy construction equipment, combat engineer vehicles, visual displays of the modern Army, a private display of military scale models in a diorama setting, weapons and medical displays.

Nowak issued an open invitation in his news release to the public, "The 399th CSH will hold an Open House, rain or shine, so come on down and spend Armed Forces Day with us."

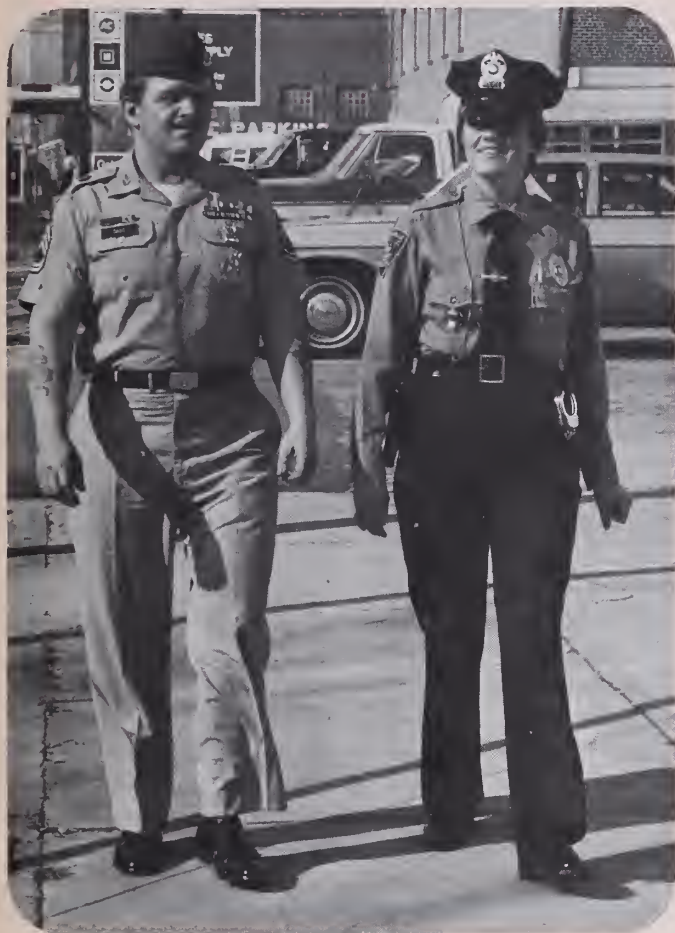
However, Mother Nature cooperated with rain only. The entire weekend was cloudy with a cool drizzle that occasionally turned into heavy showers. One of the main exhibits, a helicopter from the 94th ARCOM Flight Detachment, was canceled because of low cloud cover. The exhibit of the 399th CSH's MUST (Mobile Unit Self-Contained Transportable) hospital, an inflatable combat hospital system, was put off because the wetness would have made repacking and storage difficult.

Nonetheless, the weather couldn't dampen the favorable impression made on the more than 700 private citizens who attended the Open House.

The theme of Armed Forces Week 1979 was "Forces for Peace." If effort counts, the work and planning of the units at Taunton's Crossman USAR Center to provide the community with an opportunity to become better acquainted with the US Army Reserve program should make the theme of Armed Forces Day more meaningful to all of us. (SFC Ken Holt, Bedford, MA, USAR Center)

THE TOWN OF REIDSVILLE, NC, may never be the same. Just when the townspeople became accustomed to

seeing **Sergeant First Class Edward Cass**, the local Army recruiter, another member of the Cass family donned a uniform.



SFC Edward Cass and his wife, Officer Willie serve the community in different uniforms.

This time it's Officer Willie Cass, SFC Cass' wife, as Reidsville's first female police officer. "It's like being in a fishbowl," said Willie, "because everywhere I go people stop and talk with me and wish me good luck."

On a visit to a local hamburger shop, Officer Cass even had difficulty paying her bill. "Everybody is so nice and they want to treat me special, and I just can't accept favors." Although it's like a "new fad," Willie looks forward to being "a good cop."

Cass admits that Willie has taken some of the attention away from him, but they look at their "team" as beneficial to the Army. "Willie will be coming into contact with

a lot of young people and it will be easy to point them toward my office," he remarked. "We've talked about it and look forward to a great deal of success as a team rather than Sergeant Cass and Officer Cass."

They're walking to the same beat in Reidsville. They may be singing a different tune, but the music will be in the same show. (W.C. Schult, Charlotte DRC)

"I'VE ALWAYS WANTED TO BE A PILOT in the military service, ever since I was in grade school." This is the bare-bone reason offered by Anthony Plauche for his recent decision to swap careers. That is, exchanging duties of a Deputy Sheriff in Pointe Coupee Parish, LA to become a US Army helicopter pilot.

Anthony said that it all began when he talked to Brigadier General Joseph L. Dabadie, chief of staff for the Louisiana Army National Guard. "He explained to me the advantages of joining the Army and how I could get the training I wanted to be a helicopter pilot," Anthony said.

He immediately took time off and contacted the US Army Recruiting Station in Baton Rouge.

Anthony explained that from the information he obtained, and the personal assistance provided by Sergeant First Class Clinton Brown about the Army's Delayed Entry Program and all the other benefits of today's Army, he made up his mind to enlist.

It was a big decision. He holds a degree in criminal justice from Louisiana State University and additionally has one and a half years' experience in law enforcement in Pointe Coupee Parish.

"But my greatest life-long ambition has always been to fly, so actually," he added, "my decision to leave my career in law enforcement wasn't that difficult to make, especially after the Army offered me the Warrant Officer Flight Program."

"You see, flying is in my blood," Anthony said. "I've had my private pilot's license for five years now." He learned to fly at Nichols State University, where he studied aeronautical science for two years.

He stated that he chose the Army "because their program was best suited to what I wanted and, also because General Dabadie recommended it to me."

"Army life will be quite a change from the duties of deputy sheriff, I'm sure," Anthony said with an optimistic smile, "but flying a helicopter is what I want. It's my dream from childhood."

And the Army will provide this young man the opportunity to turn his dream into reality. (New Orleans DRC)

Reserve recruiter to the rescue

by **SFC Rich Hayeland**
Nashville DRC

Staff Sergeant Vincent DeGeorge is a "good Samaritan."

Thanks to his efforts, a serious injury was prevented, a hit-and-run driver was apprehended and a new friendship was established.

All three things happened in mid-January on a stretch of two-lane highway running alongside Tennessee's Cumberland River between Nashville and the rural community of Ashland City.

Richard Mitchell, 39, of East Nashville was driving home from his job in Ashland City at the end of another workday. Suddenly, an oncoming pickup truck swerved over the center line onto Mitchell's lane.

To avoid the accident, Mitchell drove his 1972 Vega toward the shoulder of the road. But not fast enough. The pickup truck hit the left-rear of the Vega, spinning it around and knocking the car (with Mitchell inside) completely off the road.

The Vega rolled over, skidded a distance on its roof and came to rest right-side up in a muddy ditch.

Observing all this was a Nashville Army Reserve Recruiter, Staff Sergeant Vincent DeGeorge who was in the car immediately behind the truck.

"I stopped at the side of the road and hit my emergency flashers," said DeGeorge. "I saw where the car had gone off the road but before going over to it I stopped the cars behind me."

The driver of the first car DeGeorge stopped that night was told to telephone for help.

"I told him (the driver) to call for the police and an ambulance," said DeGeorge. "I also told him to come back and tell me when he had done this because there had to be injuries

and I wanted to know how long a wait they had."

DeGeorge briefly explained the accident situation to the people in the second car and asked them to see if they could at least get the license of the truck.

The occupants did better than that. They caught the truck and forced the driver to stop. The police arrested him at that spot.

Mitchell was just beginning to come to his senses when DeGeorge (in his dress greens) spoke to him.

"The first thing I remember clearly was this soldier telling me to be still," said Mitchell. "I was wearing my seat belt at the time of the accident but somehow I ended up on the floor of the passenger side. I don't remember unbuckling the belt, but I must have."

The force of the crash had buckled the car doors and the mud in the ditch made opening them impossible for DeGeorge. Fearing a fire, he managed to turn the ignition switch completely off.

By talking calmly with Mitchell, DeGeorge determined that a concussion, a shoulder and neck injury and a leg injury were all possible.

"I looked the car over to see if there was a way to get him out," said DeGeorge, "but there wasn't. The main thing I was concerned about was fire."

"I didn't know how badly he was hurt and the first thing I remember from first aid training is don't move an injury victim unless you have to. I only knew that if there was a fire I'd have to drag him out through the window regardless of how badly he was hurt."

But there was no fire.

For the next 20 minutes victim and Samaritan talked, Mitchell wrapped in a heavy coat to keep the night chill away and DeGeorge in a now mud covered uniform.

"I tried to keep him talking," said DeGeorge about Mitchell. "I wanted to keep him from going into shock. After a few minutes the kid who went for help returned to tell me that both ambulance and police had been called and would be on the scene in 10 minutes."

Though DeGeorge was nervous through the whole incident he never let it show to Mitchell.

"I was afraid something would go wrong with the whole thing before help came," he said. "That was the one thought in the back of my mind."

When the Paramedics and Police arrived on the back road, DeGeorge gave them all the information he had about the victim, his injuries and the accident.

They pried open the door of the car and pulled Mitchell out.

But DeGeorge wasn't finished.

He then asked Mitchell if there was anyone he could call for him.

Because Mitchell lived with his elderly mother (for whom the shock might be too much) DeGeorge followed instructions and called Mitchell's sister to let her know about the accident and to tell her where he had been taken.

Happily, Mitchell's injuries were limited to an assortment of bumps and bruises and a sprained arm. His car, however, was "totaled."

"I'm glad he was there," said Mitchell. "I can't say enough about what he did for me. He kept me calm and comfortable and kept me from going into shock. He was great."

Why did DeGeorge help?

It would have been just as easy not to "get involved."

"I can't give you a reason," DeGeorge said. "I suppose I just tried to do for him what I hope someone would do for me in the same circumstances."



The entire Army has been called upon to help in the recruiting effort. The Division Recruiter Assistance Program (DRAP) is a key part of Total Army recruiting. DRAP employs active duty soldiers from major divisions/brigades in teams of three to assist recruiters in their recruiting areas.

'These kids are going to remember us . . .'

by SGT Claudia Beach
all VOLUNTEER staff

One such team from the 101st Airborne Division recently made the rounds of the Milwaukee DRC recruiting stations.

Specialist 5 Ambrose Cavegn, a medic; Specialist 4 Phil McGuire, an infantryman; and Specialist 4 Ludlow McPherson, a mechanic, made up one of the division teams. I spent a couple of hours observing them at Brookfield East High School, outside of Waukeasha, WI, with recruiter Staff Sergeant Lee Hastings.

A table was set up in a study hall with a Fairchild projector and various RPT's and Army give-away key chains. Then the team went to work.

McGuire talked to a couple of students who stopped to watch the Fairchild films. Cavegn wandered over to one of the tables where a group of students were talking. He asked about one student's hobby — photography. Cavegn guided the conversation along the lines of what the Army had to offer in the field of photography. From there the conversation expanded as students asked about career fields.

McPherson was approached by another student who asked him why he joined the Army. McPherson told him why and went on to answer the student's questions about basic training and his duties as a mechanic.

Soon the bell rang, classes changed and the scene was repeated. The team has spent the greater part of February traveling around Wisconsin appearing in schools, giving classes, answering questions and getting referrals for the recruiters.

The soldiers became part of the team in various ways. Cavegn was selected by his sergeant major after appearing before a Soldier of the Month board. McGuire was also selected by his battalion sergeant major. McPherson said he saw a flyer asking for volunteers who had no Article 15's or other blots on their records. His records were reviewed and he was selected.

They then spent two days in classes to become familiar with the program, how they were to present themselves and going over their itinerary. They were urged to tell the truth either about why they were staying in the Army or why they were getting out, if asked. "But we weren't asked that very often." Cavegn, the team chief said.

The team members felt that the classes they gave — usually as part of a US Government class — were effective.

"We gave an overview of our individual skill training," Cavegn said. "Then we turn it over to them for questions."

The most frequently asked questions were about basic training, equipment used, the draft, what off-duty activities there were on post and the reasons why the team members chose to join the Army.

"The response of the students is very good. They ask intelligent questions and seem very interested in getting information from us about the Army," Cavegn said.

McGuire made an observation. "There is no GI presence in Wisconsin. The only exposure these kids have to the Army is on TV; shows like MASH


and occasional detective stories where the Army people are the 'bad guys.' We give them a more realistic idea of what the military is about."

The program is in its infancy and prey to a few problems. After their swing through Wisconsin the team members will fill out a critique sheet to provide tips for use in deploying future DRAP teams.

Cavegn noted that the lateness in the year meant that the majority of the team's exposure was to sophomores and juniors.

Their overall reaction to the program is very positive. "I don't think there will be many short term results, but in the long run, those sophomores and juniors we've talked to may consider the Army seriously when they think about their future," Cavegn said.

"I remember when I was in high school, the Navy had a program for high school students. We spent three days on the 'high seas'. I always remembered that, even though I wound up in the Army. These kids are going to remember us in the future."

This is the first of the DRAP teams hitting the roads all over the US. They're only one part of the Total Army Involvement plan. 

MAKE IT HAPPEN!

- * Insure recruiters in DRAPAO are fully informed in advance and integrated into DRAP activities
- * Treat DRAP soldiers as members of your team — they are!

The merits of Ms. Understanding

by P. J. Roberts
Columbus DRC

Gone are the days of the walk-in applicant, the four-day workweek, the "gone fishin" sign.

Today's recruiter needs 25 hours in a day and all the help he can get.

The potential for this help has always been in the Columbus DRC, but until recently, had gone unrecognized.

The Zanesville Area has tapped this resource and has enjoyed a landslide of dividends.

And it's so simple!

They've involved the wives in recruiting.

When SFC Bill Bradshaw was assigned as Assistant Area Commander of the Zanesville Area in November 1978, personnel problems ran rampant, production was down and morale was rock bottom. Bradshaw, with seven years of experience as a field recruiter to his credit, suspected that morale was the root of many of the problems which had plagued the area for so long.

But how do you raise the morale of a group of people who had begun to accept their standing as a way of life?

After contemplating the various aspects of recruiting, Bradshaw realized that there was interaction among neither the recruiters in the area nor their wives. Everyone seemed so detached, waging his own private war in a civilian environment.

"My wife and I discussed it a lot," said Bradshaw. "One of the main things we were going to do was get the wives involved in recruiting."

When asked if his wife had been a help to him in recruiting, Bradshaw replied emphatically, "Oh, Yeah! As a matter of fact, when I was a recruiter in Circleville, she used to come down

to the station, make phone calls, set up appointments, decorate the windows and set up displays. When I would go out to the house of an applicant who was married and his wife was scared about it, she would come along and talk about it from the woman's point of view. It helped."

The first step in a plan to get the other wives involved was to invite them to one of the area's monthly meetings. The rest just naturally evolved.

Bradshaw recalled the pains of that initial meeting.

"The very first meeting that we had with the wives, they unloaded on my wife and the Area Commander's wife. You wouldn't believe! The wives of the recruiters in the stations didn't even know each other and, in some cases, their husbands had been there in that same situation for two or three years. But now that we have the wives together and they have all started talking, they understand that they are not alone out there. They feel if they have a problem, they can pick up the phone and call any of the other wives in the area."

Because of the business portion of the meetings and the inevitable shop talk which ensues, the wives have learned many of the mechanics and technicalities of the recruiting business.

"Now that they are coming to the meetings, getting involved, and understand what their husbands' jobs are all about, it is making life a lot easier for everyone," said Bradshaw. "The wives understand now why their husbands have to work late; get up at 4:30 in the morning to pick up an applicant; the problems that their husbands have in getting people enlisted; the doctor's letters; that sort of thing. If the man doesn't get a contract, she can under-

stand; if he needs three or four this month and he only gets two — she knows the pressure he is under and where he is coming from."

But improvements are not limited to the homefront, however, as Bradshaw related. "Some of the wives work outside the home and they find leads and refer them to their husbands. They understand what the basic qualifications are; they understand about criminal records, physical disqualifications, some of the things like that which may eliminate a prospect.

The meetings are not just business though, as Bradshaw explained.

"The wives look forward to the meetings, and we have 100 percent participation unless there is a real problem such as sickness in the family."

"The wife of the top recruiter gets the 'Sweetheart of the Month Award,' " he said. "And we always try to show our appreciation to all the wives in some way and try to come up with something different each time," he enthusiastically explained, giving as an example the instance when he handed each of the ladies a rose as she came through the door.

Then he jokingly added, "In fact, every one enjoys the meetings so much, two of our single recruiters felt left out, so they went out and got married just so they would have a wife to bring to the meetings."

(So much for the humor.)

Coming back to the subject at hand, he explained the mechanics of organizing the meetings.

"We rotate the responsibility for the meetings among the stations so that everybody gets their share of setting it up; and, of course, everyone tries to outdo the other one." The type and location of the meetings are quite

varied and they range anywhere from fancy dinners to picnics, to weekend campouts.

"We used to have monthly meetings with the wives but due to training requirements and costs, we have had to cut back to quarterly."

Asked about the expenses involved, Bradshaw replied, "It's all out of our own pockets."

Reflecting back to the time when the meetings were strictly a stag affair, the thinking was that the recruiters needed some time to themselves. The result was to alienate the wives even more, which only served to intensify the already existing personal problems brought about by the rigors of recruiting.

Today, the thinking is different, as Bradshaw said, "I really think that the guys care about their wives and their families and want to be with them. And I think the wives enjoy being a part of recruiting. They feel they belong as much as their husbands. Everybody likes to know they belong."

The Zanesville Area is now pulling together as a team and the wives are part of it.

Has it made a difference?

To quote one of the Zanesville area recruiters, "Now if I have to work late, she understands."

And that, in itself, makes it worthwhile.

"It takes a special kind of understanding to be a recruiter's wife," said Phyllis Bradshaw.

The wife of Sergeant First Class Bill Bradshaw, the Zanesville Assistant Area Commander, Phyllis has shared with him many a good time and badd during their assignments in the Recruiting Command.

"When we first came out here, we heard all these statistics about the divorce rate in recruiting. I can understand why it could be a problem if the recruiters had to keep all their problems to themselves," she said.

She paused, recalling the words of a recruiter in another area some time ago as he said, "I don't get my wife involved in anything. She has no business in my work."

"There is no way I could function like that," Phyllis said softly. "To me,

when he comes home with heavy shoulders, and couldn't share that with me — if I didn't understand — I can see why that would cause problems in a marriage."

Phyllis readily gave accolades to Jo Ann Strauss, wife of Captain Tom Strauss, the previous Area Commander. "Jo Ann was the brave one," she said. She explained that Jo Ann was instrumental in that first area meeting to which the wives were invited, as, "she had recognized there was something wrong and Bill was willing to cooperate with her."

"At that first meeting, Jo Ann asked the recruiters to leave," she recollected. "She just told Bill she wanted to get the recruiters out of the room. It was bad," she said, thinking back. "They were actually in tears."

"After we listened to their problems," continued Phyllis, "Jo Ann and I went back to our husbands to find out what was going on and to let the wives know. You have to let them know."

That first meeting, though unpleasant, set the stage for subsequent meetings. The meetings have proven very beneficial as the wives have learned so much just by listening to the general business discussions and by being able to share their experiences and concerns with others. Current meetings are a combination of serious business and social get-togethers.

"It's almost more like fellowship than a meeting," Phyllis related. "It gives us a chance to talk, and it certainly gives the new ones a chance to meet everybody. We have a great relationship with everybody. And the women get almost as much recognition as the men!" she said enthusiastically.

Mrs. Kaethe Lewandowski, wife of Captain Ed Lewandowski, Commander of the Zanesville Area since June 1979, finds it hard to believe there was ever a morale problem. She most assuredly intends to support and continue the practices which have brought about the comradeship now prevalent throughout the area.

Says Kaethe, "A real outstanding group of recruiters. It just amazes me. These guys really watch out for each other."



Stopping by for a minute, Kaethe Lewandowski offers encouragement to her husband, CPT Ed Lewandowski, Commander of the Zanesville Area.

An inherent problem of the Zanesville Area is the fact it covers such a large geographical area.

To bridge the gap between area meetings and activities, Kaethe and Phyllis alternate in writing the Area's monthly newsletter.

"We started the letter about six months before the Strauss' left," explained Phyllis. "We have asked for feedback from the wives and they all seem to very much enjoy getting the letter."

Not just recipes and birthday notices, the letters are informational, containing facts and figures about recruiters, area standings and general changes in recruiting programs. Thus, through the letter, the wives not only feel in touch with the others, they also keep abreast of recruiting.

By active involvement in community activities, Kaethe and Phyllis have met many people, and even though most are not military eligibles, to quote Phyllis, sounding like an old hand in recruiting, "They are still contacts."

The involvement of the wives throughout the area takes many forms. and though they all agree the involvement takes time and energy, they find the results are well worth their efforts.

The Zanesville Area of today is a far cry from that of a few years ago. Attitudes and production prove it.

And all it took was the chance to apply that special understanding. 🐶

2nd Week:

Getting the hang of the 'buddy system'

by SP4 Anthony DeValle
Reprinted from
"Inside the Turret"
Ft. Knox, KY

After a week in basic training Charley-Joe began to loosen up. He had a pretty good idea what was expected of him and much of his fear of failure was gone.

The directions to every task were always explicit and repeated several times. Success seemed dependent not so much on know-how but on a man's determination to perform.

But the pressures in the barracks remained, and as time went on, Charley-Joe felt he had to be more and more careful in his dealings with people. Tempers flared more often now that the soldiers were more relaxed and sure of themselves.

On Thursday, they received immunizations at 8 a.m. Charley-Joe noticed that some of the "big shots" in the barracks looked like they were about to pass out when they saw the pressure gun.

Later, they had a class on personal affairs, which included a videotape

on handling money.

Charley-Joe knew he had been pretty careless about locking things up. Sometimes, he thought, you forget that crimes also happen on a military installation.

The rest of the day was spent in drill and ceremony exercises — which were looking better all the time — and in preparation for a locker and barracks inspection.

On Friday, the soldiers had their first experience with an M-16 rifle. ("Not your gun, but your weapon!" the drill sergeants kept yelling.)

It would be several days before they would actually fire one. Today they learned how to take it apart and put it back together.

Some men were intimidated at how difficult it looked. But after a few trial runs, Charley-Joe was able to disassemble the weapon in seconds.

The men were reminded how important the exercise was: "When you're out on the battlefield," one sergeant said, "you can't raise your hand and say, 'Sergeant, my rifle doesn't work.'"

On Saturday, after a little physical training and more drill and ceremony, the spirit of "working together" hit home hard for Charley-Joe.

The men traveled to what the sergeant called a "confidence course." It was a series of obstacles that tested, more than anything else, the confidence a soldier had in himself to overcome fear.

"A confidence course doesn't test balance so much as it tests confidence," one sergeant said. "The only guy who ever has problems is the guy who feels he can't do it."

The course had an effect on Charley-Joe he did not expect.

Many of the things the new soldiers did there required team support. On one event, you had to lift your buddy up. Then he had to do the same for you.

It was one of the first times they had been required to act as a team, and Charley-Joe thought it was incredible that some soldiers who had been constantly at each others' throats in the barracks were now cheering each other on and working together toward a common goal.

Some of the men had problems getting over certain hurdles. Some had a fear of heights, for instance. But even when a soldier was afraid, there was no ridiculing. Guys who only hours before had been threatening to punch each other out were now shouting things like "Come on, man, you can do it! Just don't look down! Go slow, buddy, no sweat! No sweat! You're doing it!"

The biggest cheers were saved for those who tried and barely made it. The men seemed to be saluting the struggle more than the achievement.

And for the first time, Charley-Joe began to feel that he hadn't been giving the men in his platoon enough credit.

Living with a roomful of people with no privacy and little space had caused a lot of hassles and temper problems. But it had also resulted in a sense of comradeship Charley-Joe had never experienced before. Out there on the confidence course, the men had suddenly put aside their pettiness and locked themselves together as a team to overcome an obstacle.

Charley-Joe didn't know quite when they had learned to stop acting as individuals. But it was obvious they had.

He was now a part of a "buddy system" he was not likely to ever forget.

On Monday, the troops had their first class in first aid. The day began with a videotape showing a wounded soldier being helped by his partner.

It was pretty graphic stuff. And it reminded Charley-Joe that a soldier in the peacetime Army sometimes doesn't take his duties as seriously as he should. He doesn't see any immediate need to.

Charley-Joe couldn't help but notice the difference in attitude between soldiers who enlisted during peacetime and those who had fought in Vietnam.

At times he had to remind himself that what he was learning in basic training was no game, that it was valuable information that might one day save his or his buddy's life.

The tape of the wounded soldier snapped him back to the reality of



New basic training soldiers from Charley-Joe's company tackle an obstacle at the confidence course.

Getting the hang of the 'buddy system'

why he was in the Army, and he felt ready now to take seriously the things he would learn in the first-aid class.

The next two days were spent in classes on personal hygiene, drug abuse, human relations (something he had been learning a lot about already just by living in the barracks) and rape prevention.

There were a few laughs at the outset of the rape prevention session. Charley-Joe couldn't figure out why a basic training soldier would be required to take such a class.

But here, too, a video tape changed his attitude. He had never really thought about the victims of rape. Frankly, rape was just something Charley-Joe joked about with his friends in the barracks.

But the presentation showed a group of women who had been raped. Suddenly, it was nothing to laugh about.

The film showed rape not as an act of sex but as an act of violence. The women were trying to verbally recreate what had happened to them. They seemed disoriented. They had fears of being alone. They had been humiliated by the legal system. They were also painfully aware of the ill-concealed opinions of people who felt perhaps the women had "invited" the rape themselves.

Rapes occur wherever people live, Charley-Joe learned. He was grateful the class had brought into focus a problem he had seen only in terms of humor.

On Wednesday, the troops were given a Phase I test. It examined the men's proficiency in marching and military courtesies. A soldier received either a "go" or "no-go."

Charley-Joe had little problem with the commands because the soldiers had so many hours of practice behind them.

The test results would determine who would now be allowed Phase II privileges. The most important of those,

the young GIs thought, were the unescorted nightly trips to the PX.

But there were several "no-gos," and several people on detail would have to make up the test before the company commander would decide if Phase I restrictions would be lifted.

Phase II would signal the end of a beginning for Charley-Joe. He would no longer be a new recruit fresh off the block.

For the most part, classroom orientation would be over. Much of the training would now take place in the field. And as a soldier, Charley-Joe

them apologize to each other and shake hands. It wasn't the end of it for sure.

But Charley-Joe now felt he could deal with the problems their living arrangement created. You just can't put a platoon of soldiers together in open quarters — living together, working together, spending free time together — and not have problems, he thought.

But this past week, he had seen the advantages of this arrangement as well.

He'd be glad when the seven weeks were over — when he could get a little




A swinging log keeps these basic training soldiers busy as they try to maneuver themselves around the obstacle. Some soldiers are content just to try to hang on. (Photos by SP4 Anthony Del Valle)

felt the field was where he wanted to spend most of his time.

There was a near-fight between two soldiers later. A brief thing. Somebody said something to someone, and one of them was about to swing. Phillips took the two men aside and talked to them for a minute. He made

time for himself — but he also realized that he was developing a strong sense of fraternity by living so closely.

A guy back home had once said to him that people learn a real sense of "esprit de corps" in the Army. Charley-Joe was beginning to see just what that guy really meant. 

St. Louis is Tops

by Chris Phillips
St. Louis DRC

"Best in Midwest" is the hard-earned motto of the St. Louis DRC. Exceeding mission in all categories for FY 79 put St. Louis on top in the Midwest Region Recruiting Command.

St. Louis' success is a team effort. Managers, field recruiters and staff, work together to insure that objectives in all categories are met.

The DRC's objectives are broken down by area. Each area commander assigns recruiters objectives by categories. Once he has assigned objectives for his recruiters, the station commander and assistant area commander monitor his efforts.

"Our station commanders keep their recruiters planning their work in advance," says Master Sergeant Edward Fizer, Granite City Assistant Area Commander. "They check progress by monitoring the processing list in the Recruiting Station Management System." Pre-planning lets a recruiter devote enough attention to each of his categories.

Working all categories is the key to successful recruiting. "A good recruiter won't let himself get stagnant by concentrating too much on the markets he finds easy," says Staff Sergeant Russ Coffey, a St. Louis DRC guidance counselor who until recently commanded the highly successful Farmington RS. "You have to work every market. Otherwise you'll dry up the market you work best and have none of the contacts you need to work the others."

While good recruiters strive to succeed in all categories, they aim especially for high school seniors. Working a strong high school program pays dividends in the graduate and non-graduate markets as well, as seniors graduate or drop out. "Staying close to your schools is vital," says Sergeant First Class Bill Young, West Plains RS commander. "Maintain your high school lists and recontact regularly."

New and old high school lists are the most valuable tools you have for reaching seniors, grads and non-

grads." Keeping close to the schools gives another benefit — counselors, teachers and coaches who can be valuable CIs who influence students to consider the Army and useful sources of valuable information about present and former students.

Each station in an area, and recruiter in a station, should be involved in the effort to work all categories to the highest degree possible. Nonetheless, an area commander must consider recruiters' special talents and special market problems when assigning category objectives.

The key is fairness. "Don't overtax a man who has a good program in one area by giving him an unfair share of the objective in that category," warns Sergeant First Class Sharp. "And don't be inflexible when a market is poor for a certain category. An area commander must know his market and his recruiters to maintain the balance needed to use each man's talents to the fullest without neglecting any category in his area."

The successful recruiter views each market with a special perspective. Success in a market is often the result of having the right attitude and expectations. "Recruiters sometimes have trouble finding high school graduates because they perceive that market as difficult," says Sergeant First Class Richard Plemmons, Des Peres Assistant Area Commander, "but it's potentially an easy market. The key to getting high school graduates is to get high school senior lists early and follow them up often."

Working colleges and junior colleges will also yield high school graduates who leave after a semester or more — as well as some college graduates. The right attitude can make college prospecting much more productive.

Attitude is important in working the female market, too. "For the most part, you work the female market as you work the high school senior market," explains Coffey. "The important thing to remember is not to be afraid to sell the idea of non-traditional skills."

The prior-service market presents special problems. Working the USAREC 200-1 card leads fast, provides a ready source of leads. Administrative problems, however, can hamstring a recruiter who spends too much time trying to get waivers. "Our operations staff deserves much of the credit for our success in the prior service market," asserts Fizer. "They give us quick and reliable support by getting RE codes and helping when prior service people lose documents."

The work of the St. Louis DRC field recruiters is made less difficult by responsive and competent staff sections. The fact that most DRC staff NCOs came to their staff sections as top-notch recruiters explains much of the understanding and effort recruiters receive from the staff sections.

The St. Louis DRC awards system is another tool the DRC uses to direct effort toward success in the important high school senior market. Each month, the recruiter who DEPs the most high school seniors receives a certificate and plaque honoring him or her as "Top High School Senior Recruiter." The DRC also uses male high school diploma graduate production to break ties for other awards.

No study of the St. Louis DRC's extraordinary success in exceeding mission in all categories would be complete without paying credit to the Army Reserve members of the DRC team. Their exceptional efforts have kept St. Louis Army Reserve recruiting at the top of the heap in the Midwest Region Recruiting Command. They are an integral part of a dedicated DRC that has applied the effort and shown the teamwork needed to be successful.





Update

EMTMS — USAR

Mobilization requirements demand that both Selected Reserve (TPU) and Individual Ready Reserve (IRR) members be ready to take over leadership positions in their Military Occupational Specialties (MOS). Each enlisted member of the Army Reserve must be a mobilization asset.

The Army's Enlisted Personnel Management System (EPMS-USAR) is designed to meet this demand. As implemented in the IRR, EPMS-USAR is called the Enlisted Mobilization Training and Management System (EMTMS-USAR).

The system strives to retain and reenlist IRR enlisted members in an increasing number while qualifying and maintaining them in their primary MOS. EMTMS-USAR also provides IRR enlisted with an intensive, professional management program that makes training and military education opportunities readily available.

This system advises the IRR enlisted personnel regarding TPU assignments that would be compatible with their grade and MOS. Mobilization Designation (MOBDES)

assignments afford the IRR enlisted personnel the only opportunity in the IRR for promotion to pay grades E-8 and E-9.

The Counterpart training program has been developed to allow the IRR members to participate in training and enhance their experience in their primary specialties. Having the reservists attached to an active component unit allows them to receive up-to-date training in the Army's weapons, support systems, equipment, tactics, policies, and procedures. Personnel management NCOs work closely with IRR enlisted members to develop appropriate and constructive counterpart training assignments.

Since EMTMS-USAR began on April 1, 1978, more than 20,000 IRR enlisted members have come under its centralized personnel management. Expansion will continue until the entire IRR enlisted force is centrally managed.

The development of the Individual Ready Reserve soldier is essential to the nation's defense.

VA and new discharge certificates

The Veterans Administration said today that military personnel planning to use VA benefits within 60 days should obtain carbon copies of discharges or release certificates at the time they are separated from active duty.

The agency said presentation of copy number four of the discharge or release certificate will assure prompt processing of benefit applications.

The new discharge or release certificate, which went into use Oct. 1, 1979, does not indicate the character of service or type of separation but this information appears on the fourth carbon copy of the certificate. In general,

eligibility for VA benefits requires discharge or release from service under other than dishonorable conditions.

The military services routinely send VA another carbon of the certificate, containing the eligibility information, but this copy normally does not reach the local VA office within the time many veterans apply for benefits.

VA said the Defense Department is reminding all personnel leaving active duty of VA's service information requirements and is also recommending they obtain a carbon copy of their discharge or release certificate to speed up VA's determination of their eligibility.

Directory information to recruiters

This information is prompted by inquiries concerning the release of directory information to recruiters for the armed services about current and former public school pupils. Such release of information is permitted under both federal and state law unless expressly forbidden by a student's parent or a student who is of age. Directory information is defined as a pupil's name, address, telephone listing, date and place of birth, major field of study, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, and date of graduation and awards received (see R.C. 3319.321).

Such information may not be released to any group or person for use in a profit-making plan or activity.

Federal rules require that public notice be given by an

educational agency or institution prior to the release of directory information. The notice must specify the categories or personally identifiable information which has been designated as directory information. Furthermore, such notice must give parents or eligible students the right to refuse to permit the release of personally identifiable information about that student and inform them of the period of time in which said refusal must be filed with the agency or institution. The method used to give public notice is at the discretion of the educational agency or institution.

Should there be further questions or need for clarification, please refer to the Superintendent of Public Instruction's letter #77-09 which was distributed in July 1977.

Re-Update



Army re-up initiatives

As the Army looks to the 1980's, the number one challenge is to adequately man the force. Although the ability to recruit volunteers to meet authorized strength levels is of tremendous importance, it is only one element in sustaining the force. We must also retain sufficient numbers of highly qualified soldiers who are already in the force to support our growing enlisted career force needs

The Active Army reenlistment program was highly successful in FY 79 with 103.4 percent of the total objective achieved. Although career reenlistment achievement was only 98 percent of the objective, the first term reenlistment rate of 39.8 percent was the highest ever achieved and the 80,732 soldiers who reenlisted constitute the largest number of reenlistments in the Volunteer Army era. The objectives for FY 80 and 81 are more challenging since the Army must retain a higher percentage of these soldiers who will be eligible to reenlist. To meet our increasing reenlistment requirements, the following initiatives are planned or underway:

CONUS-to-CONUS Option

The CONUS to CONUS Station of Choice Option was initiated on 1 November 1979 for first term soldiers who wish to reenlist for another stateside post which has a vacancy in their specialty and grade. This option is expected to increase reenlistments by at least 3,000 in FY 80.

Selective Reenlistment Bonus

The SRB is a valuable means to provide the type of flexible incentive needed to retain soldiers essential to the career force. The reinstatement of lump sum reenlistment bonus payments in April 1979 has improved the attractiveness of this program. The program will be

expanded in FY 80 and 81. The Army will receive a total of \$107.2 million in FY80 as compared to \$86.8 million in FY 79 and has requested \$117.1 million in the FY 81 Budget for reenlistment bonus payments. FY81 resources include support for the following proposed legislation which should help to retain career soldiers in combat arms and military intelligence skills:

— Authority to permit payment of reenlistment bonuses to enlisted personnel in critical military skills who have served more than ten but less than fourteen years of active military service. This should increase reenlistments by as much as 25 percent in the 21 skills where retention is now a problem.

— Authority to raise the maximum reenlistment bonus amount from \$15,000 to \$20,000. (The \$15,000 is currently only paid to Navy nuclear trained specialists. The maximum reenlistment bonus available in all other skills is \$12,000. Should enabling legislation be approved, the Army maximum bonus is expected to be at least \$15,000.) This would improve retention in those military intelligence skills where training time often exceeds one year.

Expansion of RETAIN

RETAIN, the automated reenlistment and assignment reservation system which allows the soldier to quickly match his or her desires and qualifications with Army needs, will be expanded to Europe in FY 80 and Korea and Panama in FY81. Based on test results, this will act to increase reenlistments in these overseas areas. Of the \$2.4 million total resources for RETAIN in FY 80, funding for expansion of RETAIN to Europe is contained in a reprogramming action. Total resources of \$3.3 million required in FY 81 are established in the FY 81 Budget.

Re-up changes

Soldiers who fail their Skill Qualification Test (SQT) may still be eligible to reenlist. Effective January 15, 1980, a soldier's commander can certify that he/she is "qualified for continued service." In the past a waiver was required for a soldier to reenlist.

In addition, a second change includes permission for the General Court Martial authority to approve a 4-year reenlistment period for certain soldiers on overseas levy

to a long tour area.

Reenlistment/extension criteria for soldiers enrolled in the Alcohol and Drug Abuse Prevention and Control Program will be affected by this change. If a soldier successfully completes the ADAPCP and is otherwise qualified, he/she can reenlist or extend his/her enlistment without a waiver under the change.

Recruiter & Reenlistment NCO of the Year

An award ceremony was conducted on 5 March 1980 in the Office of the Secretary of the Army to recognize the top recruiter and reenlistment NCO in the Regular Army and USAR for FY 1979. The awardees were:
Regular Army Recruiter of the Year: SGT Randall S. Martin, Western Region Recruiting Command.

USAR Recruiter of the Year: SFC Patricia A. McMahon, USA Niagara Falls District Recruiting Command.
Regular Army Reenlistment NCO of the Year: SFC Felipe A. Marfisi, 3rd Infantry Division.
USAR Reenlistment NCO of the Year: SFC Sandra N. Farrands, 354th Civil Affairs Brigade.

Louisville lady sets recruiter aide record

Story by R. G. Faletti
Louisville DRC

"This year we've been tasked to increase our DEP recruiting in high schools; to recruit more for the Army Reserve; and to increase the numbers of (mental) CAT (egory) I through IIIa's. "One of the reasons Louisville is meeting those assigned and implied tasks, has been the work of Private First Class Brenda Tillman, one of the best recruiter aides I've seen!" stated Sergeant First Class Mike Knight.

Knight commands the Louisville East Recruiting Station in the Derby City. (That's pronounced 'LOO - UH - VULL' for you non-Kentucky colonels.)

Not only is Tillman setting records is being successful (31 accessions: 24 Active: 7 Reserve), she is also setting a record for longevity as a recruiter aide. Originally assigned for 30 days last fall, she has been extended three times.

Following Private Tillman and Staff Sergeant Tom Ramey around for a day to check out their methods for success was very enlightening.

Her typical day starts by routinely

double checking the scheduled events for that day with the recruiter or recruiters she will be assisting. Although she primarily works with Ramey, she also assists each recruiter assigned to the station to include the SADT Reserve recruiter and the civilian Reserve recruiting specialist.

Tillman acquires most of her leads by making personal visits to the various high schools assigned to the Louisville East RS. She enjoys talking with the Junior ROTC students. "Most of my good, solid leads come from ROTC students. Even the Air Force Junior ROTC kids like what the Army has to offer," stated Tillman.

Although her daily schedule is full, she always seems to find time to stop by and visit her alma mater, Thomas Jefferson High School. "I feel most comfortable visiting 'T. J.' I know most of the teachers and staff, as well as a lot of this year's class of seniors, since I graduated only last year!", she stated. "I even convinced my little brother to join the Army for the education and training he'll get."

She also attributes a great deal of her success to calling seniors on the high school lists in the afternoons and evenings. She claims she doesn't try to sell the students completely on the Army over the phone, but only convinces them to make an appointment

with a recruiter to talk about their future and to learn what the Army has to offer.

Master Sergeant Bill Logan, LDRC PDNCO, stated, "What PFC Tillman is doing is what we commonly call 'The Basics.' Only, she is doing them correctly."

Tillman does claim failure in one area, though. She still hasn't convinced her sister to join the Army.

When asked what advice she could give to potential recruiter aides, Tillman responded, "Don't be a stranger! Be proud of what you are, a soldier. Be positive and don't hesitate. Walk up to a group of students and just start talking. You don't have to 'Sell' the Army. It generally sells itself just "by having you wearing the proper uniform and talking positively about your experiences in the Army."

She also cautioned, "Whatever you do, don't jive talk! These kids can spot a con job in a minute. It's like talking to a used car salesman. That 'little old lady driving to church on Sunday' story doesn't work. You have to be honest and really believe in the Army. After all, that's why we joined in the first place."

Tillman's outstanding work has not gone unrecognized. Lieutenant Colonel Frederick Steiner, LDRC Commander, submitted a recommendation for the Meritorious Service Medal to Department of the Army.

As SFC Knight stated, "To meet and talk with PFC Brenda Tillman is the finest way to realize her commitment to the Army and Army recruiting."



What's Price? . . . Success!

by Sam Rousso
Los Angeles DRC

Staff Sergeant Jay C. Price, 25, has been named the recruiter of the year for the Los Angeles District Recruiting Command.

For his efforts the past fiscal year, he received his gold badge, first star sapphire, a Meritorious Service Medal, the LADRC's recruiter of the year trophy, and top producer trophy. He also was nominated to be recruiter of the year for the Western Region Recruiting Command.

Price finished second in that competition, receiving a plaque, a special enlisted efficiency report to be placed in his service record and a recommendation for an award.

When Price entered the Army more than eight years ago, he was an administrative specialist. Before he became a recruiter, though, he was a medical records and reports specialist.

"If I were to join the Army today," he says, "I would have gone into one of the combat arms specialties for the leadership training."

Price says that he became a recruiter because of the opportunities and "because at that time I wanted to stay in the United States." He started as a recruiter in June 1977.

In September 1979 he became commander of the Los Angeles Central Recruiting Station. "I was told about it one day and took over the next," he says. "I didn't get much training, but I'm a capable individual; I can handle it."

How is being a station commander different from being an on-production recruiter? "Well, you're not only having to manage yourself as an individual, you have to manage the staff. The problems are quite different, and you have to have a better understand-

"You not only have to manage yourself, you also have to manage the staff."

ing of the people you work with. And there's always the administrative work."

Price, married and the father of two boys, says he's happy. "I like recruiting and I want to stay on recruiting."



UPS & DOWNS

by Gardner A. Dean
Boston DRC

Actress Mae West used to supplement her not-inconsiderable "other attractions" with the invitation "Come on up and see me sometime!" Some recruiters echo this statement!

The majority of Army recruiters, at least in Boston DRC, operate on the ground floor or street floor of a build-

ing usually located as near as possible to the mainstream of pedestrian and vehicular traffic. High visibility is the name of the game, not only for casual passers-by, but for prospects coming in for a scheduled appointment.

A "store-front" operation is best when available. Plate glass windows lend an opportunity to display Army exhibits, posters or signs, and a view

inside that is intended to attract prospects to "walk-in" shop, just as any merchant would do. An applicant with an appointment appreciates coming to what looks like a successful business, and can be encouraged to sign "on the bottom line" so that he may become a part of it.

But there are many recruiters operating from "upstairs or downstairs." (And they are successful!) These places can be on the second floor or higher, or even a basement situation. Visibility to prospects is very low or even lacking. They may walk by or even have an appointment and never realize that the recruiter is in the nearby building. And any impulsive reaction to walk in and talk things over may be lost to that recruiter.

Boston DRC has eight "upstairs" and six "downstairs" recruiting offices out of a total of 66 stations and canvassing points. One of the stations is on the fourth floor of a government building. Some of the stations are in the basement or perhaps a post office. Some of them are manned full-time, and are not just "flag stops" manned occasionally.

Boston Metropolitan Recruiting Station, or "Met" as it is better known in Boston DRC, is classed as a "large station." Normally staffed by six Army recruiters, it is upstairs in a commer-



Second-floor recruiting station, Boston "Met," as it is called, wrote top number of new contracts for Boston DRC in FY 78. The Army is the second room from the right in this multi-service recruiting operation.

cial building, and shares space with three other services, each with their own rooms.

There is absolutely no public street parking within blocks of the station for those applicant/prospects who may have a car. (Note: I should know, for I picked up a \$10 parking ticket on a nearby street!) Even the recruiters have no legal place to park official vehicles.

There is, however, ready access to good rapid transit facilities at nearby Park Street Station.

Just up Tremont Street from Boston Common, one can easily walk by the "Met" and not realize it is up there on the second floor, as there is no outside sign whatsoever. Hundreds of thousands of people pass its doorway annually, on the way to work or walking the historic "Freedom Trail" which starts just down a couple of blocks.

The "Freedom Trail" leads tourists to most of the best known historical locations in Boston, such as Bunker Hill, Paul Revere's home, Faneuil Hall, the site of the Boston Massacre, and "Old Ironsides." Part of the walk includes a visit to the Old Granary Burying Ground, where lie the remains of Samuel Adams, John Hancock, Paul Revere and many other notable persons. The cemetery is exactly across the street from the "Met." The visiting tourists and indeed many Bostonians are not interested in joining the Army, at least at this point in their sightseeing. And if they did look up, it is probable that they might not notice the recruiting posters in the building across the very busy street.

Boston DRC, for a very long time, has desired a much more visible location for this station. But high real estate values and rental costs, and non-availability of another place in this area, precludes the possibility at least in the foreseeable future.

As there is seldom a casual walk-in prospect here, the "Met" recruiters have to do it the hard way. In FY1978, they more than did it, with all getting more than 100 percent of their individual recruiting objectives.

Sergeant First Class Curtis Mosley, a station commander who has earned his second Sapphire Star, says: "To succeed, we have to battle the lack of

eye-to-eye contact. We have no public exposure here."

Asked how he overcomes this disadvantage, Mosley said: "Our station zone covers 32.7 extremely congested city square miles. We have 26 high schools. Population is over 300,000, with a median education of 12.3 years. Median income is \$8,000, with a 6.4 percent unemployment rate."

We don't get very much prospect input directly from the schools, and just have to locate prospects in their community on our own initiative."

"To reach our market, you've got to be liked. And be a politician!"

"We participate and show interest in all community development actions possible. We give talks to alternative school program groups. We meet and talk to centers of influence and local community officials as often as possible."

"We are constantly pampering people, and letting them know that we have something to offer their youngsters. Close contact is maintained with CI's such as 'Little City Hall' (local municipal) managers, deputy mayors and youth organization coordinators."

"This gets us in the back door of many places that otherwise might be a stone wall."

This approach is surely what earned this station the Boston DRC annual record for FY '78 as the one with the most "new contracts." These totalled 321.

Sergeant First Class James H. Hayes, who works with Mosley, and who has a third Gold Star on his recruiting badge, says:

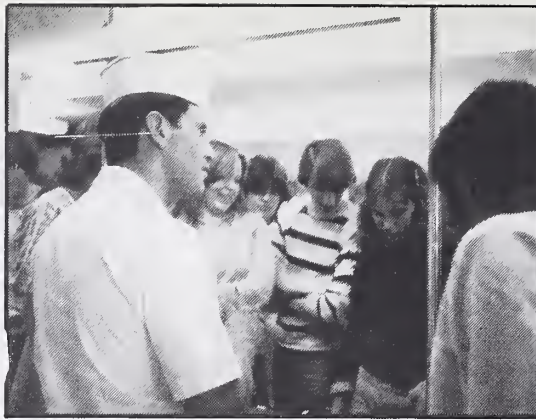
"Our multi-service operation also helps. We have good cooperative effort with the other services. You might say that we have 'captive customers' once they get into our building. We often get referrals from other services, and they even send them into our office when the other service can't find them a suitable slot. Of course, we reciprocate."

Mosley also credits "terribly long hours" to their success. "We work from 7 a.m. to 7 p.m. weekdays, and from 8 a.m. to 2 p.m. on Saturdays. Most of the time we are out ringing doorbells or talking on the telephone.

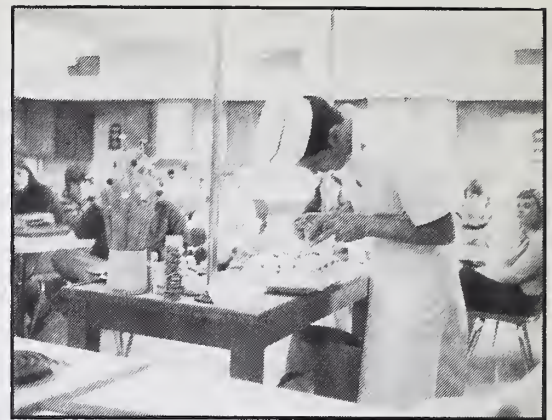


I'm up here! SSG Leo P. Doherty welcomes prospects to second-floor recruiting station at Somerville, MA. Doherty is a Gold Badge recruiter, and has earned his first Sapphire Star.





SSG Ramos talks with students during one of his clinics.



SSG Ramos works on his specialty — cake decorating.

Delicious impressions

**by Carol T. Masek
Cleveland DRC**

Are you, perchance, searching for a unique promotion that is guaranteed to attract high school students and school administrators and thus open more recruiting doors for you? Recruiters in Canton, OH, have what they believe to be a recipe for certain success:

Add to one award-winning Army cook (preferably Staff Sergeant David Ramos of Ft. Riley, KS) an abundance of raw vegetables, fresh fruits, cake frosting, a 200-pound block of ice and cooking utensils. Mix in a generous sprinkling of high school seniors and their teachers. The result will be an

hour (or more) of dynamic entertainment and an education about the Army that your prospects will not soon forget.

Culinary arts teams are regularly sent out from Ft. Lee, VA. However, individual cooks can be obtained from other Army posts. The Midwest Region Recruiting Command located Ramos at Ft. Riley where he serves as first cook for the HHC, 1st Brigade.

As in all special school promotions, an important key to Canton's recent success was advance coordination with appropriate school officials. The best audience for a culinary arts MOS clinic can be found in joint vocational schools or high school food service

classes. A potentially small attendance can be expanded by adding students from study halls.

A good-sized group to work with ranges between 20 and 35. This size insures that: 1) Everyone can fit into the school's cooking lab. 2) Everyone can see. 3) There can be personal interaction between the clinician, the host recruiter and the students.

During his 11 shows in eight high schools, Ramos concocted numerous relishes and garnishes, displayed his cake decorating expertise and thoroughly impressed his audiences with mammoth ice carvings. The culinary artist had brought with him several scrapbooks of cooking achievements for students to view. A helpful addition at one school was the inclusion of a recruiter aide who is a food service specialist and who could relate her recent training experiences to her peers during the clinics.

Benefits of Ramos' visit to Cleveland were evident from all angles. Recruiters obtained a good number of leads. Teachers were amazed at the expertise exhibited by the young Army cook. Newspaper coverage provided a photographic and written report to the community about the clinics. Finally, Ramos took back to Ft. Riley an extremely favorable impression of helpful, hard-working soldiers who serve their country in the US Army Recruiting Command.



The finished product.

MOS 11B: Infantryman

The way I look at it, the infantry is the top of the Army. There are people driving trucks and sitting behind desks punching typewriters, but when somebody asks me what I do for a living, I can say I'm in the infantry and proud of it."

The young man who said this was an 11B — light weapons infantryman. He has a right to be proud of what he does. The infantryman is what the Army is all about.

The infantryman has to be versatile and flexible to go that "extra mile." He must be physically fit, able to move in desert, jungle and mountain terrain and withstand extremes in temperature.

The training is tough. The men who choose 11B (women are excluded because it is a combat MOS) do it for various reasons. Many are looking for challenge, adventure, an outdoors life and physical conditioning. An additional incentive is the \$3000 cash bonus offered to those who qualify. Because infantrymen are located on almost every Army post, a unit of choice option can be selected which guarantees the soldier assignment to a particular unit in the states or overseas.

Advanced individual training includes all of these. It is both reviewing skills learned in basic and being introduced to new skills the soldier will master when he gets to his unit.

Infantry AIT is given at Ft. Benning, GA, at the Malone Complex. There the future infantryman will undergo seven weeks of rigorous advanced training.

Ft. Benning has become a site for One Station/Unit training, where the student will take a combined basic and AIT. This reduces training time and costs.

Safety, speed, mobility and accuracy

are stressed in AIT. It's hard work. As a student put it, "Some people say you can be dumb and come in the Army. You can't, because if you're dumb and you can't comprehend what you're given, you're not going to be able to survive if you have to go into combat. A lot of it is physical training, true enough, but there's a lot of mental training, too. Here they train you for the battlefield. If I have to go and defend my country, I can do it and do it safely."

The future infantryman acquires confidence in his ability as he goes through the rugged training, where attack and defense are the name of the game. One important thing he will learn is battlefield survival — first aid, using the protective mask and other individual skills.

The major goal of the individual is physical toughness, for only the fittest survive in combat. One of the things the student faces is a two mile daily run and a five mile run at least once a week.

As well as the individual skills, the student learns squad tactics and how to be a member of a team. He gets realistic and modern training. This means the infantryman has the best weapons available. Basically his "tools of the trade" are lightweight infantry weapons; automatic weapons such as the M16 rifle, with the M203 grenade launcher attached beneath the barrel, and the M60 machine gun; the Light Antitank Weapon (M72 LAW), which is similar to the bazooka; and the claymore mine, a defensive weapon.

To test all these skills, the student is given objectives to take, both in day and night patrols. He must be aggressive and able to win when he confronts the enemy.

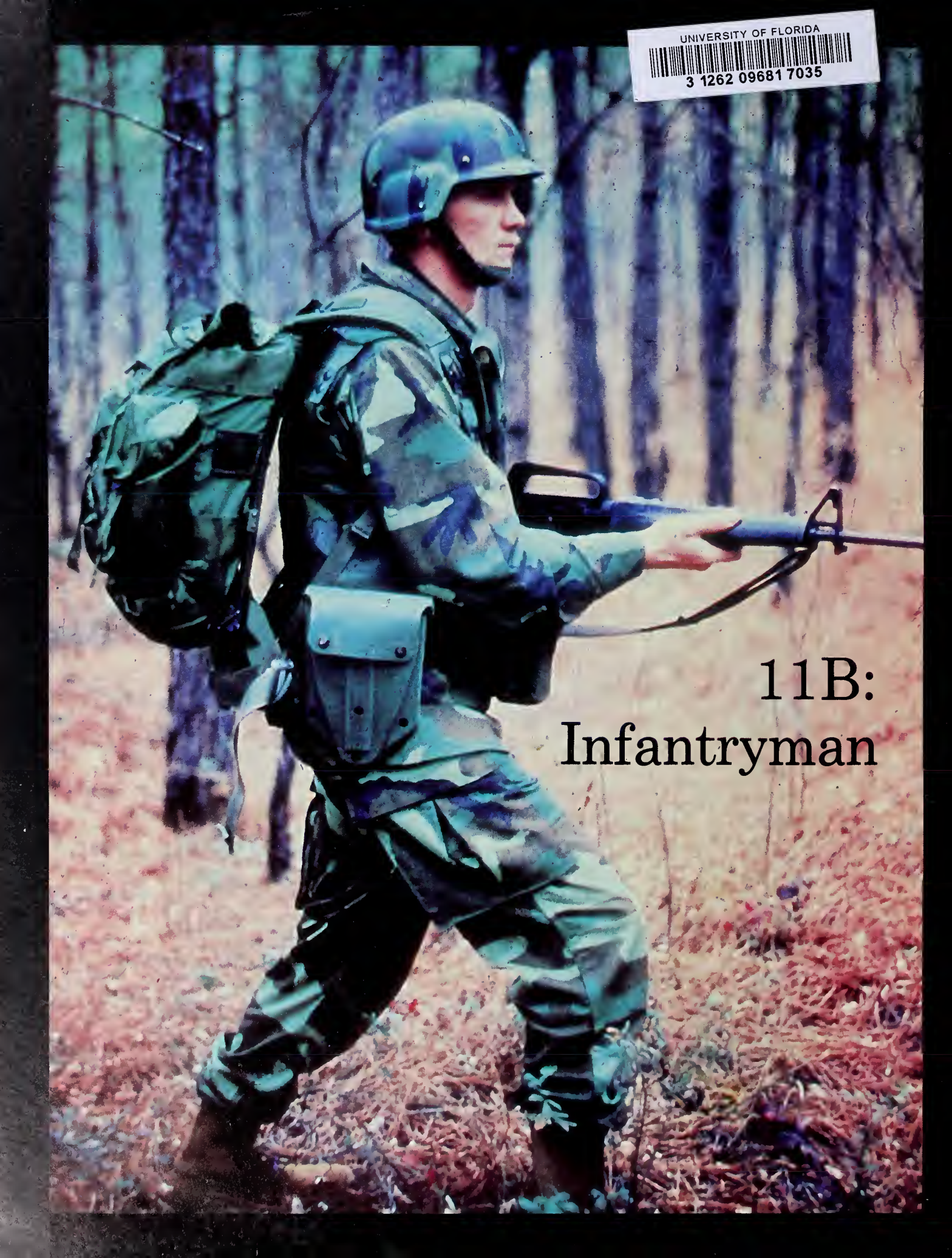
After completing AIT the young

soldier will be physically fit, have a knowledge of tactics and be able to use the weapons of the infantry. He will be able to defend himself, as well as attack. He is the man who must respond quickly and win the first battle in time of war.

Infantrymen who show ability and willingness to acquire additional knowledge, skill and experience are able to advance to positions of responsibility as leaders. Infantry can serve as a springboard to airborne or special forces training. Although these skills do not directly convert into civilian occupations, employers in sales, management and similar fields look for people who have developed initiative and leadership qualities.

The 11B sets high goals for himself. When he completes the training he has just reason for feeling proud of his accomplishment. "If I want to be in the Army then I want to be in the best branch they have," said one student. "Infantry is the best."



A full-page photograph of a soldier in profile, facing right. He is wearing a helmet, a camouflage uniform, and a large, dark backpack. He is holding a rifle with both hands. The background is a forest with many thin, vertical tree trunks. The ground is covered in dry, brown leaves.

11B: Infantryman